

ABSTRACT OF THE DISCLOSURE

A system and method for providing a network-based site having a common appearance. The system may include a tag embedded in each page of a network-based site, a script to be called from within the tag, and a configuration database storing page configuration information to be called or queried by the script. The pages of the network-based site may be stored in a page storage medium. The method may include receiving a request for a page, retrieving the page from a page storage medium and executing a database script associated with the page to access configuration information from a configuration database. The method may further include receiving configuration information associated with the page from the configuration database, wherein the page, including the configuration information, may be served to a user.